

Commercial Printing & Imaging Papers Increases Sales Productivity with VOICE2insight's Sales Enablement Solution

“Voice2insight (V2i) is truly a tool that delivers. With V2i, our sales team now spends more time on revenue generating activities”

- John Thompson
Manager ,Sales Reporting & Analysis
International Paper

INTERNATIONAL  PAPER

Industry

Forest and Paper Products

Geographies

North America

V2i Benefits

Time saver: V2i allows our sales reps to enter all of the information obtained during a sales call in a few minutes immediately after the call while it is still fresh.

Secure, quick, reliable data

transport: AppExchange Certified, fast turn-around on call reports, reliable consistent quality.

Capture and Record Valuable

Data: With V2i, capturing and recording relevant client information is a reality not a desire! Reps call, leave a report and move on to their next task or meeting.

International Paper (NYSE:IP) is a global paper and packaging company with manufacturing operations in North America, Europe, Latin America, Russia, Asia, and North Africa. Its businesses include uncoated papers and industrial and consumer packaging, complemented by xpedx, the company's North American distribution company. Headquartered in Memphis, Tennessee, the company employs more than 65,000 people in more than 20 countries and serves customers worldwide. 2007 net sales were approximately \$22 billion. For more information about International Paper, its products and stewardship efforts, visit internationalpaper.com.

Challenges

In the Commercial Printing and Imaging Papers Division of International Paper, we implemented Salesforce.com to give our sales team a tool to document and track their sales opportunities, keep up with their accounts and contacts, and document their account plans. It also gives our management visibility into the opportunity pipeline and updated with competitive information. Our challenge has been to get the sales rep to actually enter their opportunities and all the activities surrounding them on a timely basis. Prior to V2i, they entered the information in the evening after a long day or at the end of the week. This is usually on the sales rep's personal time. Because it was so long after the actual customer meeting time in which the information was collected, often it was not very accurate. We also wanted the reps spending more of their time on revenue generating tasks.

Solutions

V2I offered solution where our sales reps call an 800 number after each meeting or when convenient and leave a message where they can create a new opportunity or change an existing one. They can leave a call report message regarding the meeting including all of the key elements like the contact, discussion details, tasks and events. They can also create a log that records any information they found out about competitors or record the customer's level of satisfaction / dissatisfaction. Each sales rep was given a call card to guide their thoughts that was prepared to flow with the way we use Salesforce.com. Very simple. Launching the service was easy and took very little of our time – 2 weeks, mainly the time needed to schedule the 30-minute training session.

Results

The V2i solution is making a significant impact to our sales teams' productivity. Based on a survey we conducted with our reps regarding V2i, our sales reps noted they are saving 2-4 hours per week.

As a side benefit to the time savings for the sales reps, we are now receiving more timely, accurate, and detailed information in Salesforce.com which is being used by our sales team to better manage their opportunities, build stronger relationships with their customers, and track/attain their individual sales goals. The information they provide also helps management more visibility into the opportunities that are in the pipeline and understand the competitive landscape so we can better manage our business.

Our sales reps now rely on V2i to record all of their information. Not only is it giving them more time to spend with customers, V2i is also giving them back their personal lives.

“ With V2i our reps spend more time on revenue generating activities while management gains higher quality information and greater visibility”

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Manager ,Sales Reporting & Analysis
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For More Information

Contact us to learn how we can help you increase your CRM Success.